



Board of Trustees

Advancement, Marketing, and External Relations Committee

October 11, 2023

Minutes

President's Boardroom, Horace Mann Center

A live stream of the meeting for public viewing also took place on YouTube.

MEMBERS PRESENT: Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Madeline Landrau, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: Trustee Melissa Alvarado

TRUSTEE GUESTS PRESENT: Trustees George Gilmer and Dr. Robert Martin

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Interim Director of Advancement and Major Gifts William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice; Executive Director of Research and Innovation Dr. Lamis Jarvinen; and Associate Director, Alumni Relations Ryan Meersman.

The meeting was called to order at 10:13 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

Integrated Marketing and Communication. Dr. Rice revealed the new department name of Integrated Marketing and Communications. The PESO model of paid, earned, shared, and owned media was presented. The five essential goals for FY23 and FY24 were shared. Strategic investments of the department are in line with the University's strategic planning. The branding refresh will be a full-campus collaboration. [Trustee Landrau left at 10:29 and returned at 10:39]. The most important message to parents is that we are a warm and supporting community with inclusivity for students, faculty, and staff and to come as you are to grow. To establish whether goals have been met at the end of the academic year, the committee should look for a reliable website, internal and external customer satisfaction, and a new brand that everyone understands and agrees to.

CoLab Research, Innovation, Design and Entrepreneurial (RIDE) Center. Dr. Jarvinen described the RIDE Center as a space that lends to students, faculty, staff, and community members working collaboratively to test a theory to take to market. Students will use the space to learn to problem solve in a creative way, leveraging expertise on campus. MakerHealth out of MIT has been on campus helping to create a space that will best support the learner. Three grants have been submitted so far. The space is planned to be flexible, expanding innovation and entrepreneurial space all over campus. Ideas will germinate at the Center and can grow elsewhere and faculty can embed the space into curriculum. Faculty and students will

be trained as champions at the Center to then train others. The Center fits into one of the NECHE recommendations to prepare students for future work and is a revenue source for certificate programs.

Advancement – Fundraising/Engagement. Ms. McMahon stated there have been increases in donations, scholarships, donors, and alumni donors. Of the 99 awards presented from the Last Mile scholarship, 94% of those students graduated. All three volunteer boards and cabinet gave 100% last year. The Westfield State Foundation reenergized its fundraising committee and the foundation for a capital campaign is being built.

Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C. Mr. Hynes shared details of FY24 Annual Appeal process which includes 4,500 mailed pieces followed by an extensive email campaign. He talked about events the president has been able to attend with many alumni present.

New Alumni Chapters/Homecoming/Young Alums. Mr. Meersman spoke to the enthusiasm being generated with new alumni chapters starting in different areas. Homecoming is ready to kick off with increased participation and enthusiasm with co-chairs Doug Meehan '88 and Rae Cofsky '17.

There being no further business,

MOTION made by Trustee Landrau, seconded by Trustee Currier, to adjourn. There being no discussion, **Motion passed unanimously.**

Meeting adjourned at 11:05 AM.

Attachments presented at this meeting:

- a. Marketing and Communications Presentation
- b. RIDE Brochure
- c. Corporate and Foundation Grants
- d. Presentation: Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C./New Alumni Chapter/Homecoming